# MHIGA & Rhoads

THE SOUTH'S LARGEST DEPARTMENT STORE

"It was such a pleasure to shop in your store," writes an out-of-town customer in a mail-order received yesterday. "I am glad," she continued, "that your prompt mail-order service enables me to make my purchases from my home at this time."

Service is a strong point with us—we like praise and want criticism, for without criticism we could never correct errors that are bound to occur. We thank you for praise and invite your criticism.

# WHILEP & Rhoads

"THE SOUTH'S LARGEST DEPARTMENT STORE!

## Inaugurating a Tremendous November Movement in Merchandise

are more interesting than ever before.

winter, 1909 and 1910.

75c to \$2.98.

Beautiful Evening Silks

gowns, wraps, linings for opera capes. No silk has yet assumed

its popularity. We display shades of ceil, pink, maise, cream, white, hellotrope and gray. Price range,

Cashmere Crepes, featuring the dull tones and weaves, shown in lilac, cell, maise, pink, ivory, etc., 40 inches wide, \$1.98.

Crepe de Chine, 21 inches wide, shown in light blue, pink, lilac, white and champagne. This silk

Messaline Travers, another beautiful corded weave, 19 inches wide, in pink, maise, light blue, lavender, white, cream, etc., 75c.

Crepe de Chines, in lliac, white,

wisteria, pink, cell, white, Copen-wide, and sell at \$1.00.

Jersey Faille, a decidedly new fabric, in beautiful corded weave,

19 inches wide, in ceil, pink, Nile, hagen, etc. The silks are 23 inches

Premier Satin, 20 inches in

width, very new, shown in maise, light blue, pink, Nile, lavender, salmon, etc., \$1.00.

white, etc.; sells at 85c.

Satin Brocade Silks for evening

the world indorse is here in splendid and complete variety.

### What the November Movement in Merchandise Means to Shoppers

November is the month when every resource of the Miller & Rhoads store is brought "home" to shoppers. It is the month when the greater part of the winter's shopping is done—it is the month for winter preparations, and it is the time when this store appeals to you most.

STOCKS ARE COMPLETE—every de-

partment is in full Fall attire and as ever here reliable, authoritative styles reign supreme with

the most attractive prices.

Truly the heart of the season's business, the time when this store's superb stocks and service render you the greatest help. A store you can trust—a store known for DEPENDABLE merchandise always at the lowest possible prices; actual comparison will show you this point better than we can tell you. than we can tell you."

This store and service is yours to command, and this great November merchandise movement offers you untold opportunities. Our experts have shopped for you, prepared for you the best the trade centers of the world offer-we are at your service.



## Portieres & Lace Curtains

Shoppers Monday will find a delight in inspecting these unusual values in the Drapery Section.

Search where you will, this stock offers you inducements extraordinary. Glance over the list:

Portieres, mercerized repp. 3 yards in length, color tones include yards long, in red and green, old rose, tan and green effects,

\$3.75. Mercerized Armure Portieres, 3

yards long, new and beautiful designs, with silk braid border, \$4.50. Mercerized Repp Portieres, neat designs, silk braid border, shown in light blue, green, red, etc., 3 yards in length, \$7.50.

Beautiful two-tone Tea Silk Portieres, with silk binding, 3

old rose, tan and green effects, \$15.00.

cial value, \$1.00.

Fine selection of Swiss Ruffled

Irish Point Curtains, 3 1-2 to 4

#### Women's Knit Underwear

Women's Knit Undervests, high neck, long sleeves, bleached and unbleached,

Pants to match above, 25c. Women's Knit Undervests, high neck, long sleaves, fleece lined, bleached and un-

bleached, 50c. Pants to match, 50c.

Women's Knit Corset Covers, high neck, long sleeves,

Women's Knit Corset Covers, high neck, long sleeves,

#### Stylish Trimmings A new arrival of Pearl Crystal Gold and Jet Garnitures from

of room and plenty of light. We want light on these beautiful fab ics.

Fashion Favorites in Silks and Dress Goods

Variety of styles show a season rich in contrast, presenting a wealth of new fashion ideas. The fabric displays for this fall

We are showing the largest and finest collections in the hisory of this business. Practically everything the fashion centres of

In every detail this is by far our greatest displays of Silks, Dress Goods. Laces, Trimmings and Embellishments. There is not a feature lacking to merit your interest, and,

Now the gamut for 1910 is covered as well as 1909, for great foresight has been displayed in choosing fabrics for ultimate fashioning into superb Evening, Dinner, Reception or Dress Gowns and Street Frocks.

furthermore, you will find our Silk and Dress Goods Store a delightful place to shop—plenty

To see the new fabric fashions faultlessly portrayed is the duty of every fashion-loving woman. There is no mistaking the authoritative, the correct in weaves and colorings in the Miller & Rhoads unrivaled displays. The attractions for to-morrow demand your attention in this respect and will capture your interest. The new, the desirable in Fabrics and Accessories for fall and

> \$1.25 to \$16.00. Jewel Bands, in all the wanted

shades, from 69c to \$6.00 yard. Gold Garnitures, jetted effects,

in French blue, gray and green; something entirely new, a yard,

The largest and newest assortment of Jet Bands, 1 to 7 inches wide, 59c to \$5.50 yard.

A beautiful line of Jewel and Metal Buttons, \$4.50 to \$10.00 per

Jet Buttons, in all sizes, 15c to \$2.50 dozen. Covered Buttons, in all shades, including bengaline and soutache, from 19c to \$1.50 dozen.

Imported Broadcloths. \$1.50 to \$2

Two of our best selling numbers are these Broadcloths. They are just the correct weight for the onepiece suits, as well as for coat suits, 48 to 52 inches wide, in

### Fashionable Fall Dress

Fabrics, Laces and Embellishments

The most popular weaves this season are Broadcloths, Diagonals and Serges; the shades are Arti-chokes, Olive, Navy, Brown, Old Rose and Copenhagen.

> Diagonal Suitings, \$1.98 Yard

54 inches wide in the widewales, in Catawba, Claret, Olive and

Mannish Suitings, \$2 to \$2.50

56 inches wide, in the new pat-terns, exceptionally desirable for traveling and shopping dresses.

Novelty Suitings, \$1, \$1.25 and \$1.50

42 to 50 Inches wide, Stripes and Shadow Effects, in a wide range of patterns and the most fashionable colors.

French Serges, Storm Serges, Striped Serges and Diagonal Sultings, all wool, 36 inches wide, in black and colors, a yard, 59c.

#### New Laces

White, Cream and Ecru Venise Baby Irish Allovers, 18 inches wide, in the newest and most ef-fective patterns, \$1.25 to \$5.98 yard.

White and Cream Braided and Venise Combination Allovers, 18 inches wide, one of the prettiest novelties of the season, \$1.59 and \$1.89 yard.

Braided Nets, 22 inches wide, in all of the newest shades, such as stone green, ashes of roses, artichoke, Olive, Navy, Brown, Old reseda, gold, white, ecru and black, a yard, \$2.00 and \$2.50.

Embroidery Tokio Silk Bands, 2 inches wide, in all of the new shades; special at 59c.

White and Ecru Venise Bands, 1 to 3 inches wide, 69c and 89c values for 39c.

Platt and Tasco Val. Edges and Insertions to match, 2 to 5 inches wide, 19c value; special, a yard, 10c.

German Val. Edges and Inser-tions to match 3-4 to 1 1-2 inches wide, regular Sc value; special, a yard, 5c.

## Rugs and Carpets!

Shop where the stocks are largest, where your choice of selections is not limited, where the prices make savings possible. Such a place is here.

9x12 Brussels Rugs, good line 9x12 extra quality Brussels of colors and patterns, \$15.00 Rugs, \$22.50 quality, at \$19.50. value at \$12.50. Tapestry Brussels Carpet, hall, stair and room patterns, large line of colors and patterns; a

Velvet Carpets, hall, stair and room patterns, a yard, \$1.20.

Axminster Carpets, Oriental and floral patterns, all colors, with

Novelty Lace Curtains, in red, green and ecru, 3 yards long; spe-

Curtains, price the pair, 98c to \$2.00.

yards long, elegant designs, \$9.00 to \$12.50.

4-6x6-6 Axminster Rugs, large Oriental patterns, all colors, \$7.50.

terns, all colors, value \$18.50; special, \$15.00.

Scotch Art Rugs, 9x12 reversible, all colors, \$25.00.

Stair Carpets to match at \$1.50

9x12 Brussels, Oriental

Comforts, Quilts, Etc., Covers

Real savings in home furnishings for Monday shoppers in

this section. Just a glimpse of Monday values herefine silkoline, bordered with fine

sateen, at \$3.50. Handsome Near-Silk Covered Lamb's Wool Filled Comforts, both sides, 72x81, at \$4.00.

Lamb's Wool Filled Comforts. | Beautiful Covered Sateen Covered, with border, full size, 72x81, Elderdown; special, \$5.00. Elegant Hygeia Down Quilts, Oriental colorings, at \$7.50.

Rich Velour Couch Covers, Orlental designs, extra size, at \$12.50.

Let us estimate on your Draperies, cut and made to order. Also Shades and Linoleums.

#### signs, 9x12, at \$25.00. Picture Sale---Basement

New subjects, elegant frames and extraordi-Make these values worth while-

Worth \$2 & \$2.50, Your choice \$1.50 14x32 Antique Gilt Frames, assorted subjects. 22x26 oval 3-inch Gilt Frame, gold burnished, assorted subjects.

15x27 Antique Gilt Frame, extra good.

24x19 Oval Antique Frame, fine line of subjects. 25x28 large Pictures, 2-inch 'Gilt Frame, and many others to select from. Special, \$1.50 each. OTHER BARGAINS IN THE BASEMENT.

35c China Dinner Plates, 10c.

19c China Salad Bowles (small size), 11c. 10c China Bread and Butter Plates, 5c.

75c and 89c Neat Platters, imported samples, 59c, \$1 50 Covered Dishes at 60c.

\$25.00 102-piece Dinner Set, border and spray patterns, imported; special at \$21.80.

#### Flannelette Gowns

Women's Flannelette Gowns, made in light colored stripes, double yoke, back and front with collar and band; special 59c

Women's Flannelette Gowns,

double yoke, back and front yoke and cubs finishew ith braid, and culls finished with braid ...... 89c

Women's Flannelette Gowns, an assortment of several styles to select from, all made of light col-ored striped yokes, trimmed with

hemstitching or finishing braid, made good full size, \$1.00

Women's White Flannelette Gowns, yoke trimmed with pink or blue fancy stitching, collars and cuffs finished with pink \$1.50

## **Snowy Linens for Mrs. Housewite**

All Pure Linen Damask, full bleached, will equal the 59c quality; special............ 39c

Extra fine quality Mercerized Damask, regular 59c quality; special at...... All Pure Linen Extra Heavy Weight Sliver 59c Bleached Damask; this special lot at...... 59c All Pure Linen Napkins, full bleached, \$1.10 size 18x18, heavy weight; special, dozen.. \$1.10 Fine quality Mercerized Napkins, hemmed ready 

White Goods Specialty Fine quality Long Cloth, full 36 inches wide soft finish and free from any filling—

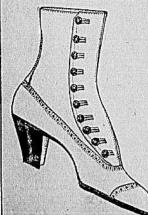
The \$1.19 quality, for, per piece 12 98c

## Good Values

The \$1.39 quality, for, per piece 12 \$1.19

#### Flannels! Footwear for Now

For the "dress" occasion, for the street wear-it doesn't really matter what the demandments may be we are ready to help you



Your attention Monday to a classy Black Buck Button Boot for dressy wear; medium heavy sole, tip and Cuban heels, a beautiful shoe

\$5.00

Patent Colts, in button and lace. with dull top and heavy sole; medium short front last, tipped toe,

\$2.50

32 inches, Heavy Fleece Can-

ton Flannel, good twill 121/2c 8 1-3 Double Faced Bleached Shaker Flannel, 27 inches 71/2c

Full Bleached Canton Flannel, with heavy fleece, splen- 121/2c

Woolen Flannels

35c All-Wool White Flannel for children's underwear, 27 inches wide, purchased direct in large quantities; saves you the jobber's profit; special, a 25c

All-Wool Yellow Bordered White Flannel, medium weight, soft, wooly flanned, per 50c 27-inch Heavy All-Wool 50c-

27-inch Linen Finished 39c

# **Engraving & Stationery Specials**

"Engraving" Specially Priced Monday, 100 cards from old plate, 50c. 100 cards and new plate, any script 79c

The finest paper stock in the market, furnished with each order for engraving, and the workmanship is unequaled. TALLY CARDS, PLACE CARDS, ETC.

We are showing a complete line of new and catchy designs in colors or plain; priced from 10c per dozen upwards, SPECIAL PRICED PLAYING CARDS MONDAY.

FOR MONDAY. "bentle Knight of Brandonburg," by Charles Major; "Lords of High Decision," by \$1.08 Meredith Nicholson. These books...

## Monday in the Women's Garment Section

Every woman is interested in new fashions, new wearthings. This being a fact, our Women's Garment Section will secure your attention Monday. We are not going to quote you price after price and item after item to-day, but we are going to take a few features and tell you about them-

Tailored Suits remain the fixed note in the wardrobe of the woman of to-day, and Monday we will display new Suits at \$25.00, \$35.00 and \$45.00 that show individualism, a "differentness" from the common run of Tailored Suits. You will be delighted with these models.

New Tailored Silk Waists for Fall Many interesting changes are noted this season, and we are giving waists an unusual prominence. Our display is greater than ever before. The great popularity of the Two-piece Suits will make waists in greater demand than ever.

Accordingly, you will find our display presents a most comprehensive range of styles. Waists of perfect fit-comfortsuperb workmanship and clever styles. This season a touch of color gives an animation

—a style dash to many of the new styles. We could go on and tell you more of the captivating new styles, but we are most anxious that you should

Elegant Chiffon Waists, Zephyr and Messalines, Taffeta, Net, Laces and Lingerie, \$6.00 to \$25.00. Tailored Silk Waists, \$5.00 Special Monday

Special Monday . Taffeta, in navy and brown and black. Messaline, in black, navy, gray, smoke and

sin. Moire, in black, navy, gray. Silk Jerseys, in black, both embroidered and

Evening Waists, in pink and light blue, Special in Skirts \$5.00 for Monday at -

Two styles in Chiffon Panama Skirts, in black, navy blue and brown. One a nine-gore model, plaited with four fancy panels, button trim.





### Our Art Needlework Department

ble." So spoke a shopper the other day. We are quite proud of this section. Careful, painstaking efforts have placed the Art Needlework section in advance of any department of like nature in this part of

attractive to shoppers. Every late production in Art Needlework is shown. We mention briefly a few of the many things you will find to interest and delight you.

Just at this time the department is most broidered in artistic colorings.—Centrepleces of Venetian Lace and Japanese embroidered. tractive to shoppers. Every late production
Art Needlework is shown. We mention
leftly a few of the many things you will
do to interest and delight you.

Contrepleces and Pillows beautifully em-

